

Viveka: Exquisite Range of Fine Art Products

Bags
Batwas
Belts

Viveka products are marketed and sold in major Indian cities through franchises, bulk orders, and exhibitions.

Blouse Pieces
Yokes

We provide marketing support to franchises through print advertisements, hoardings, and promotional activities with franchises for brand and sales promotion.

Fringes
Frames
Key Chains
Hair Accessories

We also design and develop special products for large orders.

Mobile Cases
Pouches
Spectacle Cases

Viveka offers a wide range of handcrafted functional fine art products that reflect a contemporary aesthetic and indigenous ethnic traditions.

Leather Products

Pouches
Travel Kits

Gift Articles and Corporate Gift Mementos



Shardadevi Gramodhyog Utpadak Sahakari Mandali Ltd

VIVEKA

Retail Store

C/O. Shroff Foundation Trust
At. & Post Kalali, Tal. & Dist.: Vadodara - 390 012. Gujarat, India.
Tel.: 0265-2681015 / 2680702
E-mail:handicraft@shroffsfoundation.org
Website:www.shroffsfoundation.org

**Hand Embroidery Bead Work
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Shroffs Foundation Trust
Kalali, Vadodara

VIVEKA

Dignity. Handcrafted



Viveka: Cooperative Enterprise Managed by Tribal Women

Stitch by stitch the women have created a reputed brand of finely crafted products, accredited with the craftmark that has earned life of dignity and self-respect.

Viveka emerged from an ambitious project initiated by the Shroffs Foundation Trust to develop a cooperative enterprise wholly owned and managed by tribal women, the Shardadevi Gramodhyog Utpadak Sahakari Mandali Ltd (SGS). 750 tribal women have been empowered through this enterprise.

Crafting Change

The women's growing financial independence and emerging confidence is manifested in increased mobility and greater decision making power. The local income generation opportunity has helped to stem the flow of forced migration.

Excellence that Empowers

The women have been empowered by the savings habit, exposure to banking and credit and a better understanding of the working of government institutions such as Panchayti Raj.

Viveka has successfully achieved its holistic objective of transforming lives through livelihood opportunities. Each Viveka product has a story to tell... an inspiring tale of a woman winning against the odds of survival by participating in a collective enterprise... her own enterprise.

Designed for Dignity

Viveka is a testimony of her determination and resilience to make her mark in a demanding world with quality that speaks of her capability.

Fusion of Ethnic Skills and Contemporary Aesthetics

The hallmark of all Viveka products is the highest standards of craftsmanship. Each bead is hand sown, each pattern and colour combination individually selected.

The unique identity of Viveka stems from a fusion of diverse ethnic skills, a synthesis of the bead work of the tribal region of Chhotaudepur and acquired Kutchhi embroidery skills. An indigenous craft tradition is taking root, a new generation of artisans are being born.

Made with real silk, the fine art products incorporate sequins, embroidery and beading in a single piece Viveka represent the individuality of the women that make them and the women that buy them.

